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Consumers' Guide



GUIDES
TO ICE
CREAM
VALUES

VOL. 2, No. 19
JULY 22, 1935

CONSUMER QUERIES AND COMMENTS

"The mere fact that one man has a million dollars while another has only 10 is less significant than the power the first man has over the second...

Where is the freedom for the man who knows only one skill, only one occupation, and who must accept a pittance for his labor or else go on relief?"

HENRY A. WALLACE
Secretary of Agriculture

C "IS IT not a fact", asks a New York consumer, "that the enormous increase in consumption of oleomargarine is the cause of reduced consumption of butter?" That is putting the cart before the horse. Reduced production of butter, caused by the terrific drought of 1934, is largely responsible for the increase in production and consumption of oleomargarine. For many years there has been a long-time trend upward in oleomargarine consumption and slightly downward in butter. Contrary to the ideas of many consumers, more oleomargarine is consumed in "prosperous" than in depression years because it is in the former that you find the widest spread between the prices of the two products. The drought-reduced supply of butter in the early months of 1935 boosted the price. Oleomargarine prices went up, too, but the spread between oleo and butter prices widened in these months and this helped to increase oleo consumption. Con-

'sumption of oleomargarine was 77 million pounds greater from January through May 1935, than in the same 5 months of 1934. Butter consumption, not including the amount the Government gave away to relief families in 1934, was down about 45 million pounds. Government distribution of butter in the early months of 1934 amounted to around 50 million pounds. From now on, market experts look to an increase in butter consumption and a possible falling off of oleo consumption since butter prices are not expected to be as high again in this year as they have been.

C A CALIFORNIA consumer wants to take us to task for writing about import duties and failing to tell consumers about "the domestic tariff on their daily bread." We would merit reproof on this score if we had been so remiss, but we have written about the "tariff" on bread not once but many times. Most of our readers know that there is a processing tax on wheat which represents about a half-cent of the retail price consumers have been paying since July 1933 for each pound loaf of bread. This tax is what Secretary Wallace has called the farmers' "tariff-equivalent" because, as he puts it, "it enables farmers producing such exportable products as wheat, the market for which has to a considerable extent been destroyed by the tariff, to adjust themselves to the post-war creditor position of the United States with a minimum of hardship both to themselves and to the Nation."

C "EXPORT AGRICULTURE has been the last to get into the tariff game," Secretary Wallace points out. "I believe it will enthusiastically get out of it the moment industry and labor give some indication that they are ready to reduce tariffs on industrial products when the prices of those products are maintained by tariffs above the pre-war relationships. Agriculture will go more than half way in meeting industry and labor in any effort of this sort to the end that consumers may be protected and that a continuing fair balance between the product and prices of agriculture, labor, and industry may be maintained. Without such a fair balance under present conditions of production, transportation, and communication, the national unity cannot indefinitely endure.

C "PROCESSING TAXES have been in effect 2 years. American industry has been collecting its tariff protection from consumers ever since the first tariff was passed on July 4, 1789. How many billions of dollars that has meant to industry is beyond computation."

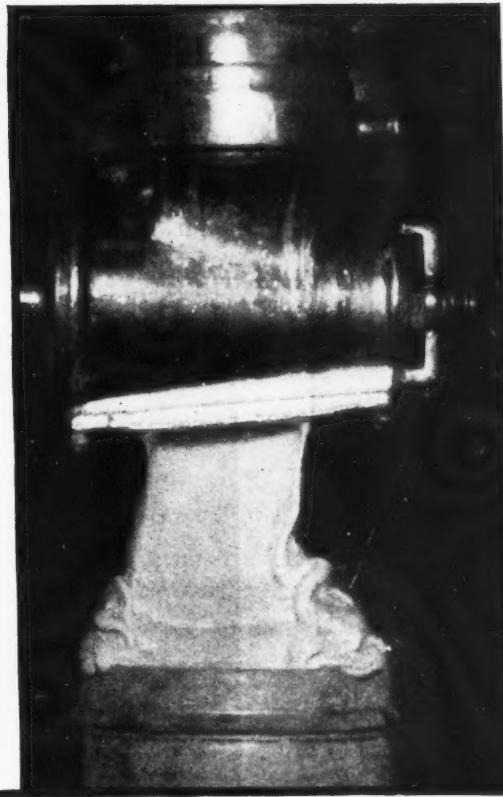
C TUNE IN on "Consumer Facts", a weekly program giving important tips on food supplies and prices and quality. They will help you buy intelligently. 170 stations in as many places broadcast this service furnished by the AAA and the Department of Agriculture. If your local stations do not run this program, ask them to write us for information about it.

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GUIDES to ICE CREAM

FOUR STAGES
mark the route to technical perfection in buying ice cream.

LEAVING PLEASURE, the most important incentive to buying ice cream, aside for the moment, the question of purity is rightly the first serious consideration of the thoughtful consumer. More technical information leads to an interest in the butter fat content of the various ice creams offered for our delectation. Growing even wiser, the consumer becomes aware that butter fat is only one of the milk solids in the ice cream, that the milk-solids-not-fat content is an even more effective measure of nutri-



tive value than the butter fat content. Fourth and highest point of consumer competence is the realization that the keystone of the information structure is still missing, that no true picture of the contents of ice cream can be arrived at without knowledge of how much air has been added in making the finished product.

PURITY SHOULD come first, of course. No other question has any importance until that one is answered. Some cities answer it one way, some another, some more adequately than others. Many cities require the pasteurization of all



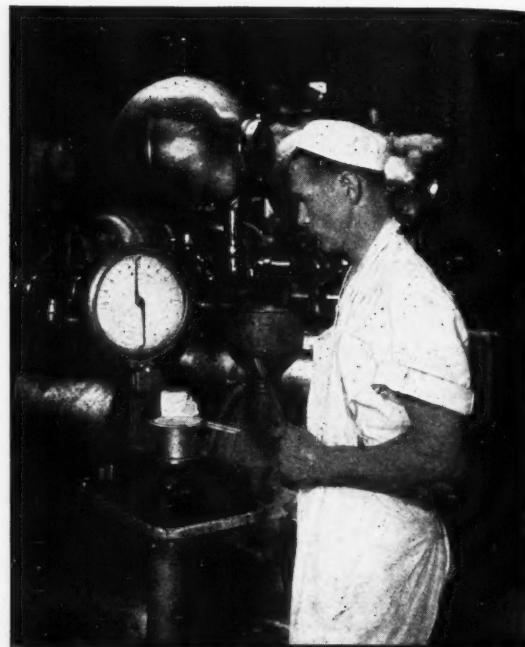
Testing mixtures before freezing for the amount of butterfat and total milk solids. Photographs are from a Washington, D.C., ice cream factory.

the milk products in ice cream, and a few stipulate that not only the milk products but the whole "mix" must be pasteurized on the premises where frozen. Most manufacturers of wholesale quantities of ice cream follow the latter procedure for reasons of technical efficiency regardless of whether or not the law requires it.

PUBLICITY KEEPS the ice cream sold in the District of Columbia up to a very high standard of purity. Samples of each manufacturer's ice cream are analyzed each month and the percentage of butter fat and the number of bacteria per cubic centimeter in each company's products published in the monthly milk and ice cream report, issued free by the Health Department to all consumers who ask for it.

50,000 BACTERIA per cubic centimeter is the maximum set by a Government agency in purchasing ice cream for its institutions. Many municipalities limit the bacteria count of ice cream in their districts to 50,000, but only nine States have State laws regulating bacteria count at all, and they range from limits of 100,000 to 500,000.

SIGNIFICANCE of the bacteria count of ice cream should not be overstressed. It affords an important measure of the general sanitation of the plant from which the ice cream comes, but there are also many other important items relating to the safety of ice cream which the bacterial count does not measure. Possibly in the future ice cream may be graded, as milk now is in many areas, on the basis of its compliance with all necessary items of sanitation,



Weighing partially frozen ice cream on an overrun gauge. When overrun is too high, freezing is slowed down.

which will be embodied in a standard or uniform type of ice cream ordinance.

CONSUMER JOB before all others is to make sure your ice cream supply is pure. Look into your State, city, or county health regulations, find out how they apply to ice cream, whether inspection is adequate for enforcement. Press for the use of publicity on all the points that indicate true value in ice cream.

SECOND STEP toward consumer knowledge is interest in the comparative butter fat content

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of the different ice creams from which we may choose. Every State has a minimum standard for butter fat content, ranging from 8 up to 14 percent. But it is the rare manufacturer who keeps his ice cream down to the legal minimum allowed. Federal specifications provide that ice cream purchased for Government institutions shall have 12 percent butter fat.

THIRD STEP in consumer consciousness is the realization that butter fat, far from being the only ingredient on which information is important, is in fact the one some of us least need. The other milk solids—including minerals for building bones and teeth, proteins that build and repair tissue, and carbohydrates for fuel—rank high among food values in the diet, especially of children. Twenty-two States go farther in their regulations than the butterfat content. Many of them regulate the percentage of both butter fat and total milk solids including butter fat, which by a simple process of subtraction gives consumers the minimum legal percentage of milk-solids—not-fat. The legal minimum percentage of milk solids in these States runs from 18 to 20 percent. Some others merely prescribe a minimum percentage for all solids, of from 30 to 35 percent, of which no subdivision is made except for butter fat. The job for consumers here is to find out whether your State or city rules on this important point and how effectively.

FOURTH STEP marks the graduation of the ice cream consumer. From this pinnacle of knowledge, the consumer can see that the second and third steps can only be of academic interest without the addition of the fourth, that no consumer can judge his money's worth of ice cream without knowing how much air was whipped into the mixture after these percentages had been ever so desirably assembled.

SOME AIR is necessary, of course. The procedure for making ice cream of the texture consumers demand calls for beating the "mix" to more or less fluffiness, and then hardening it. Whether it's more fluffiness or less is the key

A "good mix" on its way to the storage cans. Automatic freezers are supplied from the same thousand-gallon tanks. Individual flavorings are poured in through the cup-shaped vessels.

consumer question. In the technical terms of the ice cream makers, it's a question of "density", the percentage of "overrun." 100 percent overrun would mean 50 percent air. 50 percent overrun would mean about one-third air. Most ice creams range between these two percentages, though it is not unheard of to find ice creams running all the way up to 130 percent overrun which would mean about 56 percent air. On the other hand, the Government in buying for institutions specifies ice cream of not more than 100 percent overrun, or about 50 percent air.* To put that standard in easier terms to measure, the ice cream bought by the Government must weigh at least 4-1/2 pounds to the gallon. That figures out at one pound and two ounces to the quart, or about nine ounces to the pint.

CONSUMERS MAY test money value of ice cream by comparing pints or quarts of the ice creams they like, and figuring the price of each per pound. For this purpose 4-1/2 pounds to the gallon may be used as a minimum yardstick, but

*In reporting in our June 24 issue an investigation of 8 ice creams sold in St. Paul, made at the instance of the County Consumer Council in that city, we incorrectly stated that specifications for Government purchases of ice cream call for no more than 50 percent overrun. The correct figure is 100 percent overrun, which means about 50 percent air.



not necessarily as an ideal. Your ideal depends on how rich an ice cream you want, and what you pay for it. One manufacturer reports that he kept his ice cream up to a standard of five and a half pounds to the gallon, right through the depression. The significant thing about his experience is that it has paid. His records show that he has made more money than those of his competitors who lowered their quality in order to sell at a cheaper price. One factor that counted was that his customers knew what they were getting. He made it clear to them exactly what went into the ice cream they bought from him, and how much weight they were getting in every quart. To give the weight of five and a half pounds to every gallon, he kept 70 percent overrun standard. That means an ice cream of about 42 percent air.

NO FEDERAL standards exist, so far, for ice cream. But there is recognition within the Government of the need for designations that will make clear whether a product is ice cream, or iced air. As it is now, no matter how high you puff it, you can still call it ice cream. Specialists in the Bureau of Dairy Industry in the Department of Agriculture have given much study to the subject. They are working on specifications for grades for different types of ice cream, based on the ingredients used and the amount of overrun. From all signs, it seems certain that the more progressive ice cream manufacturers would welcome accurate designations, for use at least within the industry.

GOVERNMENT SPECIALISTS are constantly producing information for the use of the industry, on the theory and practice of ice cream making, the preference of consumers for various types of ingredients, and so on. One good example of their recent work is research that showed the industry how to reduce the air content of ice cream after it had been frozen. Another example of this type of information which helps both the trade and the consumer is a new statistical table showing exactly how much it would cost ice cream plants of four different capacities to raise the quality of their ice cream by adding one pound per gallon to its density.

OUTSTANDING in their use of technological and scientific developments for the im-

provement of their product, ice cream manufacturers welcome the cooperation of Government workers. As a direct result of this educational work by Government and the industry, consumers buying ice cream today can usually count on getting for their money a product immensely improved over what they were able to buy 20 years ago.

SANITATION of plants has made revolutionary progress, so that now most plants of sufficient size to do wholesale business can take pride in showing visitors through the whole works. Food value has been increased, raising, for instance, the content of solids in ice cream. Higher standards dictate the selection of ingredients, instanced by the rapid trend away from the use of synthetic flavors.

VITAMIN D ice cream, offered by some manufacturers as an additional mark of progress in the industry, raises certain questions for the consumer. The best answers to these questions, so far, from the nutrition experts in the Department of Agriculture are something like this. Most scientists who have studied vitamins feel that we do not know enough yet about what grown people need in the way of Vitamin D, or even whether they need any Vitamin D at all beyond what comes with a good diet.

OF COURSE, it is agreed that to prevent rickets children under 2 years of age must have Vitamin D provided in some special form to supplement the foods in the best-planned diet. But ice cream is not on the diet list of babies under 2 years old. Their foods, for one thing, should be warm. Hence the conclusion of the experts that as far as we know now, Vitamin D should be added only to strictly standard infants' foods. Even if they should find out definitely that grown people do need more Vitamin D, and the precise amount, we'd have to eat ice cream very regularly and know exactly how much Vitamin D we were getting in every serving, in order to use it for that purpose.

PRESENT INFORMATION, therefore, provides only this advice for ice cream consumers: (1) Make sure of the purity of your ice cream. Judge it, besides for taste, on (2) butter fat content, (3) milk-solids-not-fat content, and both in relation to (4) weight per gallon.

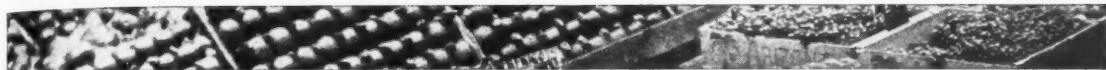
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Do you buy by Color?

Use of ethylene gas and "color added" processes to brighten up the appearance of fresh fruits has increased by leaps and bounds in the last few years. What these processes are and do to fruit is told here.

TWO FARMERS were comparing returns from their orange crops. Their orchards, side by side, bore the same kind of orange. Both farmers had packed and shipped at the same time. Their fruit had been sold at the same auction. By all the rules they might have expected about the same price. But when they came to checking returns, Farmer A discovered he had received a dollar more a crate than had Farmer B. Farmer A's oranges happened to have a richer color.

TWO TOP grades of apples are "Fancy" and "Extra Fancy." The only quality difference between them is color. "Extra Fancy" apples are more brilliant, and for that extra color alone consumers are willing to pay higher prices.

CONSUMERS have long considered color one of the best gauges of the ripeness and flavor value of fruit. Not only that, but the more appealing the color, the higher the price they are often ready to pay.

COLOR IS NOT an infallible gauge, however, of maturity or flavor value. Not all fruit that is green is unripe. Some varieties are ripe and ready to eat before the color changes. Still others that normally have brilliant hues sometimes fail to reach the accepted shade. Consumers looking for the traditional color frequently pass up good vitamin values, and growers are losers too.

SOME YEARS ago scientists came along and showed how to speed up nature's coloring job

with ethylene gas. Ethylene gas destroys the green color (chlorophyll) in the fruit skin and allows the yellow or red which it concealed to show. As fruits mature they seem to turn in color. What is actually happening is that the chlorophyll is disappearing, just as it disappears from leaves in the autumn. Time normally kills the chlorophyll in most cases; ethylene gas simply hastens the process.

ETHYLENE has no effect on the acid-sugar ratio which is the scientific test of ripeness for citrus fruits. The treatment, however, is a highly technical process. Too much gas may burn the fruit and make those strange looking brown spots you see every now and then on oranges and grapefruit. If the air is not damp enough the fruit shrivels. If it is too damp, decay is promoted, and if the temperature gets too high, the flavor is affected—the fruit is really partially cooked, in this last case.

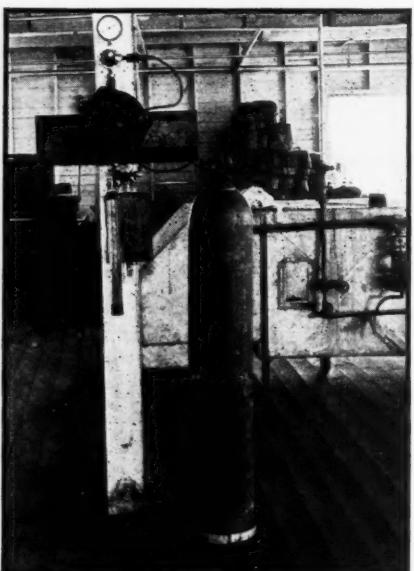
ON FRUIT that is mature and ready to eat, this de-greening process is no more harmful than the blanching of celery provided it is used with care. The Department of Agriculture recognizes the ethylene gas treatment as a legitimate trade practice for mature fruit.

ON IMMATURE fruit its use is strictly prohibited. Consumers are almost helpless in the face of this chemical-horticultural team if it sets out to deceive them, except as official inspectors scotch the deception. The Food and Drug Administration considers it a violation of the Federal Food and Drug Act to make immature fruit look ripe because it "conceals...inferiority." If such fruit is shipped in interstate commerce, it is liable to seizure and the packers to prosecution.

CANTALOUPES are a good example of the misuse of the ethylene process. You may select

a yellow, enticing looking melon. When you cut it open, you may find hard, unsavory flesh. Pulled green from the vine by some over-eager producer, a few days in the gas chamber can give it the appearance of the sun-ripened article.

WHEN YOU buy melons do not trust color and smell alone. Look at the stem end, as dealers do. When ripe cantaloupes are pulled from the vines they break off easily, leaving a clean scar. If nearly ripe, a tiny bit of stem often clings to the melon. Dealers call these "full slip" and "three-quarter slip" melons, and recognize that they indicate mature fruit. But if you see quite a sizable piece of stem on a delectable yellow melon, it is either a "half



Ethylene gas from the tank (upper picture) is released into coloring rooms on the floor below (lower picture). Gauges indicate temperature, humidity, and flow of gas which must be carefully regulated.



slip" or "one-quarter slip", and you may be certain that it was so green when pulled from the vine that it came away with quite a wrench.

A PACKER who wants to ship immature melons to market early and get the higher prices that earliest fruits usually bring, is greatly tempted to use ethylene. He may gain as much as a week by this process, though he runs the chance of having his entire lot seized by Department of Agriculture inspectors. Another reason growers harvest green cantaloupes is to save them from mildew. In recent years some vines have been attacked by this disease which destroys them before the melons can reach maturity. To avoid losing their crop altogether, growers pull the fruit at any stage they think necessary. Packers give them the ethylene treatment surreptitiously, and if they escape the Department of Agriculture fruit inspectors, consumers get poor melons for breakfast.

SOON THERE should be no excuse for this practice. Plant industry specialists of the Department of Agriculture have been working on a mildew-resistant variety of melon. Recently they perfected it. Growers who plant this variety will not have to choose between losing their crop and gathering it green.

BANANAS, as nearly everyone knows, are hard and green when the long bunches are cut. They can be handled almost like wood at that stage. Left hanging in the dark they mellow slowly as the skin turns yellow. It requires from 2 to 6 weeks for this change to take place unaided. Sometimes a packer is caught without enough ripe bananas to meet his market. Perhaps a shipment has been delayed, or the fruit on hand has not ripened as quickly as expected.

ETHYLENE gas treatment is a large temptation to such a packer. By keeping the bananas in gas-filled rooms at a temperature of 60 to 65 degrees, they can be turned the required appetizing yellow in a comparatively short time.

TOMATOES are difficult ethylene patients. Although some packers attempt to

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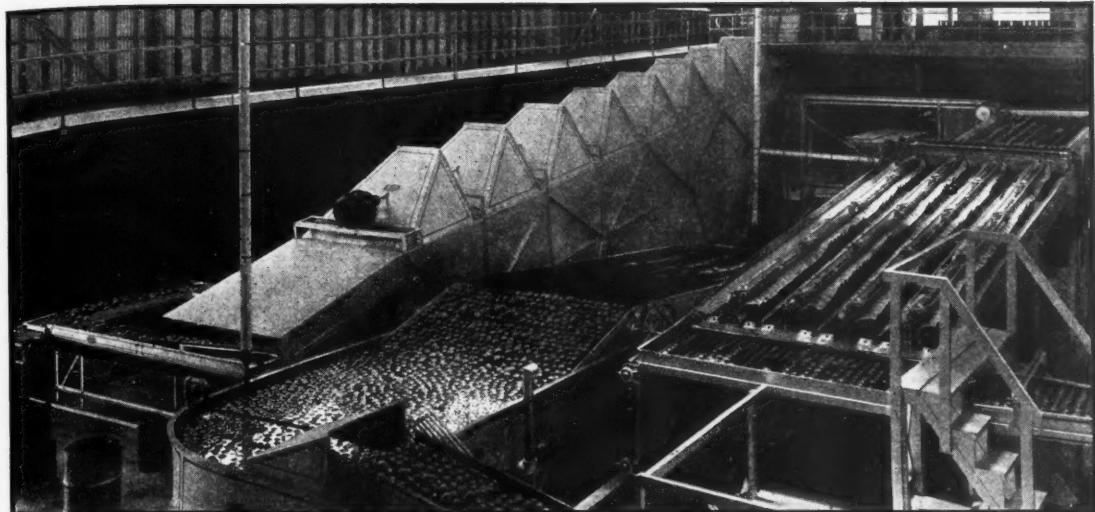
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apply the treatment, it is not used to any great extent. Before tomatoes start to market, they are sorted and packed according to maturity and size. Sometimes, especially in the winter, if a shipment is nearly mature, a packer will release a little ethylene in a carload as it leaves. Sometimes tomatoes are ethylene-treated at terminal markets. This hurries up the de-greening, but does not affect the flavor.

CITRUS FRUIT provides by far the greatest field for the use of ethylene gas. Consumers in northern countries usually want their oranges orange colored, and their lemons as yellow as tradition says they should be, even though many varieties are entirely ripe when quite green in color. In tropical countries people buy bright green oranges without hesitation. Some even prefer them as fresher, or because they happen to like the variety. But in this country "orange" and "lemon" are colors as well as fruits. Many packers go to great lengths to make the condition and the color of the fruit coincide.

THE CHAMELEON-LIKE existence led by Valencias provides one of the best justifications for color treatment. While they are still quite immature in the late fall the trees become almost dormant. The supply of chlorophyll is cut off. Consequently the young green fruit, deprived of its green coloring matter, turns bright yellow. As spring advances and the tree

In the covered runway streams of water and rotary brushes have just given oranges a thorough washing

awakes, new green leaves are formed and the maturing orange turns green a second time. If left on the tree it will never lose the chlorophyll and turn yellow a second time. It must be de-greened or consumers will turn thumbs down on buying it.

LEMONS ARE another fruit that can be harmlessly treated to meet more nearly the color standards consumers look for. Lemons are nearly always picked very green. They turn yellow naturally, or are hurried along by ethylene. If left to ripen on the tree they would be too large and coarse for the market and not nearly so acid.

PERSIMMONS can have their "pucker" successfully removed by the ethylene treatment without being hurt in any way. Bartlett pears are sometimes given a dose to bring them to the right degree of mellowness on schedule.

A PACKING PLANT equipped for ethylene gas treatment is like a big factory. Oranges and lemons go through many processes from the time they are clipped from trees until they are loaded on the car for market. First, when they come in from the groves, they are given a "borax bath" to kill mould spores. Then, piled loosely in crates, they are placed in the coloring rooms. These are dark air-conditioned chambers with

temperature and humidity kept at 80 to 85 degrees.

GAS IS released into these rooms at the rate of about one part gas to fifty thousand parts air. The mechanism for controlling the temperature and humidity and the flow of gas is an impressive looking apparatus. Large plants have as many as 20 or more machines operating at once from the floor above the coloring rooms.

IT TAKES from 1-1/2 to 5 days to change a green orange or lemon to the proper color. The length of time depends on the variety and condition of the fruit. Valencia oranges, for instance, require from 36 to 60 hours.

BROUGHT FROM the coloring rooms, the fruit is dumped on a moving runway. This passes slowly along under streams of water and revolving brushes which give it a good washing. From this runway the clean washed fruit goes to the grading machine which deftly sorts it according to size. In hot weather after it is wrapped and packed it must be kept in a precooling room for several hours to become adjusted to the temperature before shipping.

SOME VARIETIES of oranges come from the ethylene rooms looking quite pale after their degreening. To tone up the complexions of such fruit and of others which are not gassed at all but are off-color, some packers may pass them through a vat of dye. The "color added" process is controlled by a patent. To use it the packer must have a license from the holders of the patent.

"COLOR ADDED" process first came into general use in 1934-35, particularly in Florida. Because this was the year of one of Florida's biggest freezes, much frost-damaged fruit was treated by this process. Consumers who were unfortunate enough to get frozen oranges this past winter marked "color added" need not in consequence associate the term with poor quality fruit, because much undamaged first-quality fruit was similarly treated.

DYES COMMONLY used are oil-soluble aniline dyes. Food and Drug scientists say

they "have not been able to establish any measurable adverse effect on the health of consumers even when the dyed peel is eaten in marmalade."

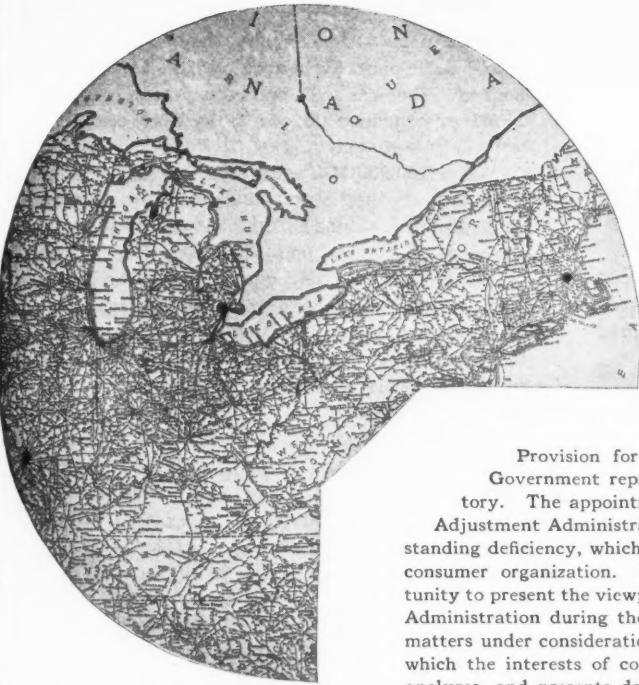
IF FURTHER investigation reveals that in certain varieties of oranges color intensity correlates closely with maturity and quality, it would seem to follow that in dyeing such oranges to an extent that it renders impossible a judgment of the natural color intensity, the artificial coloring conceals inferiority.

FEDERAL INSPECTORS cannot invoke the Food and Drugs Act against dyed oranges in interstate commerce provided added color, (1) is declared on each orange, (2) is incapable of any injurious effect upon consumers, and (3) does not operate to conceal damage or inferiority. In correspondence the Food and Drug Administration has repeatedly stated that this process may be deceptive to the consumer but is not specifically covered by the Federal Act.

SEVERAL STATES have laws stronger than the Federal Food and Drugs Act. They make artificial coloring a violation if the color makes the article appear better than it really is. Some of these States have served notice on the industry that they will take action against all dyed oranges on this basis.

FOUR STATES—Minnesota, Virginia, New York, Pennsylvania—have considered regulating sales of color-treated oranges within their borders. Minnesota has ruled that color-added oranges violate the State Food and Drug Law on the grounds that the process makes the fruit appear better or of greater value. Virginia ruled some time ago against color-adding, but later rescinded the rule after Florida's legislature made color-adding legal. New York State has proposed a regulation which was the subject of a hearing in June; the outcome of this hearing is not yet known. Pennsylvania announced some time ago that it considered color-added oranges a violation of that State's food law but latest advice is that their sale may be allowed under certain conditions, one of which is that a plain conspicuous declaration of the added color be put on the rind of each orange.





CONSUMERS' COUNSEL LOOKS AT MILK PRICES

Provision for consumer representation in the administration of Government represented a new departure in American political history. The appointment of the Consumers' Counsel in the Agricultural Adjustment Administration was an effort to remedy in some degree a long-standing deficiency, which deficiency was accentuated by the lack of adequate consumer organization. Consumers' Counsel always has the fullest opportunity to present the viewpoint of the consumer to the Agricultural Adjustment Administration during the development of its policies and programs. On all matters under consideration by the Agricultural Adjustment Administration in which the interests of consumers are involved, Consumers' Counsel collects, analyzes, and presents data showing how, in his opinion, the position of the consumer is likely to be affected. Consumers continue to question us on the milk policy of the Agricultural Adjustment Administration and the position

of the Consumers' Counsel on changes in fluid milk prices. Most of these inquiries have had to do with milk prices in Boston, Detroit, and St. Louis. Calvin B. Hoover, Consumers' Counsel, analyzes here some of the problems involved in the development of Agricultural Adjustment Administration policies in these three markets, and explains the Consumers' Counsel's viewpoint on these problems. This analysis is not intended, of course, to express the point of view of the Agricultural Adjustment Administration itself, since factors other than those affecting consumers alone have to be considered in the development of policy.

SINCE JULY 16 consumers in Boston have been obtaining class 1 milk a cent a quart cheaper. Producers have been receiving a cent a quart less. This lowering of the price to the producer under the Federal license and the consequent lowering of the retail price by the State milk control board was necessitated by the large increase in the supply of milk and by difficulties in enforcing the higher price. The spread between what the producer is now receiving and the consumer is now paying is approximately the same as it was before the price to each was lowered.

BEFORE this lowering of the retail price by a cent, consumers in Boston paid 2 cents a quart more for milk than they paid a year ago. This price was still, however, 2-1/2

cents per quart less than they were paying at the peak of prosperity in 1929.

THIS INCREASE from 11 to 13 cents came in two stages, 1 cent in October 1934, another cent in February 1935.

EACH ADVANCE in consumer price came with a price rise to farmers under the AAA milk license for Boston. Each increase to consumers was greater than that to farmers.

OCTOBER'S increase to farmers was 2/3 cent a quart. With an advance of 1 cent to consumers, distributors were left with an additional 1/3 cent per quart.

FEBRUARY'S farm price increase was another 1/2 cent, which left distributors with



another 1/2 cent gain. This increase of price to producers was originally a temporary one, to be terminated May 1. It was renewed to June 1 and later extended indefinitely.

AT THE END of a year, then, producers were receiving 1-1/6 cents per quart more; consumers were paying 2 cents more, and distributors were receiving 5/6 cent more.

BEHIND the two advances lie many of the complications and conflicts involved in working out a milk policy in the best interest of farmers and consumers and in tackling the job Federally and locally at the same time.

MILK LICENSES under the AAA have nothing to do directly with fixing prices to consumers. They are designed to carry out the policy laid down by Congress in the Agricultural Adjustment Act by gradually lifting dairy farmers' prices up to parity for the long-time purpose of insuring a steady flow of milk from the farm to city consumers.

PRODUCERS representing the major part of the milk sold to a certain city or area may apply to the AAA for a license. If their application is approved, public hearings are called when all parties affected have opportunity to be heard. Afterwards a license may be issued to distributors selling milk within this city or area. Under this license all distributors must pay farmers certain minimum prices. Boston's license is one of some 40 licenses now in operation.

MINIMUM prices fixed by a Federal license to farmers cannot exceed "parity." When farmers get "parity" they will receive a price which will enable them to buy as much as they could buy with the price they received in pre-war years. The rate at which prices are raised towards parity depends among other things upon the state of consumers' demand. Further, in order to insure market stability, prices of milk for city distribution must be kept in reasonable relationship with prices of milk used for manufacturing dairy products.

PRICES to consumers are not fixed by Federal milk licenses but they may be fixed by State milk control boards, which is the case in Boston. Where there is no retail price fixing, the level of consumer prices is left to competition.

PRODUCERS serving Boston applied in February of this year to the AAA for an amendment to the license for that area which would increase their returns 23 cents per 100 pounds on milk (1/2 cent per quart) for city distribution. They gave these reasons: First, the cost of feed for dairy cows had been increased, due to the drought; second, since the price of butter had increased and producers' prices for milk to be sold in bottles are geared to the price of milk going into the manufacture of butter and other dairy products, producers should get more. Finally, the producers argued that even with the increase, the price to farmers would still be below parity. With the increase, Boston producers would get \$3.49 per 100 pounds, F. O. B. Boston, or 7-1/2 cents a quart. Parity price, as computed by the Dairy Section of the AAA, was at that time \$3.77, or 8.1 cents per quart.

THESE same arguments were advanced by the producers for maintaining the price increase beyond May 1, which had been the date originally set for the termination of the price increase when it had been allowed in February.

PRODUCERS' arguments both in February and June were considered carefully by the Consumers' Counsel. While recognizing that the price of feed had materially increased, he contended that this higher cost had been anticipated and provided for in the higher price paid to farmers ever since October 1934. Later, in June, it was pointed out that the effects of the previous year's drought on the cost of feeding dairy cows had been largely eliminated.

SECOND EXCEPTION had to do with the tie-up with milk for manufacturing butter and other dairy products. While the argument of producers for an increase in fluid milk prices in February had been justified by the increase in the price of milk for manufacturing butter and other dairy products, between February and June there had been a substantial drop in the price of milk for the latter purpose. If the increase in butterfat prices was an argument for a higher fluid price in February, Consumers' Counsel believed the decrease in butterfat prices by June 1 constituted an argument for lowering the price.

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FINALLY, the Consumers' Counsel pointed out that, even though the price was below parity, it would be difficult to keep it at the existing level. Such a price would induce an increase in supply which would seriously impair the stability of the market. It would give producers in the Boston milk shed substantially more than received by producers in the New York milk shed or in other areas from which Boston might be supplied. It would be burdensome to such consumers as had not received a proportionate increase in income.

IN OCTOBER 1934 it had been recognized by all concerned that the increase of 2/3 cent per quart to farmers would almost certainly be followed by a 1-cent increase in the price of milk to the consumer. Again the 1/2 cent per quart advance to farmers in February, it was taken for granted, would be followed by another cent increase to consumers. Both changes would result in widening the spread between farm and consumer prices.

"SPREADS" talked about here refer only to the margin between the price consumers pay for milk delivered to their doorsteps and the price farmers receive for the milk that goes into these bottles on which farmers have already paid all costs of delivery to dealers' city plants. In other words, it is the spread between the highest price paid for standard milk and the highest price received by farmers.

ALL MILK is not sold to consumers or bought from farmers at these prices. Some is sold through stores at a lower price; some is sold at wholesale at still lower prices. Lower delivery costs for such milk usually counterbalance the reduction in spread due to lower selling prices. At the other end, farmers generally are not paid a flat price for all milk they sell to cities. In most markets milk to be used in making cream brings a lower price; milk for making dairy products brings a still lower price. Farmers living near a city have lower costs of delivery to dealers' city plants than farmers remote from town, but those close to town may have higher production costs.

COMPLETE accounting of distributors' margins must consider such differences. Although the spread as considered here covers only average charges for city distribution from the milk plant to the consumer's doorstep, it



gives a rough measurement which can be used except in unusual circumstances in gauging the relative efficiency of distribution from city to city.

PRODUCERS' representatives defended this increase in spread. They argued: First, it was necessary. If spreads were not increased dealers could not be induced to pay the higher price to farmers and they would not pay in full their bills owed to farmers or cooperatives.

SECOND, it was argued that the spread in Boston had fallen abnormally low and was still below the average. Producers' representatives pointed to the fact that the spread in Boston even after the increase in October and February was only 5.3 cents.

GRANTING the fact that this margin even after the increase in February was not above the average but was indeed below the margin in other cities of comparable size and location, the Consumers' Counsel did not believe this a sound basis for increasing it. Where spreads are above average, reduction is desirable; where spreads are low, maintenance at the low level is desirable.

REDUCING spreads or keeping them from expanding is by no means simple. The Consumers' Counsel believes, however, that wherever cooperation is feasible with State milk control boards, the policy of keeping spreads at a minimum through such cooperation should be followed. Likewise, even where retail prices are not fixed by State boards but changes in producers' prices are made, the raising of these prices by fractions of a cent so as to render probable an increase in spread should be avoided.

INCREASING the price to consumers by a full cent per quart with each half-cent increase in the price paid to producers is said to be the necessary result of two factors in milk prices; (1) The need of changing producer prices by fractional amounts to keep them adjusted to the price of milk for manufacturing purposes, and (2) the difficulty of pricing milk to consumers in half cents.

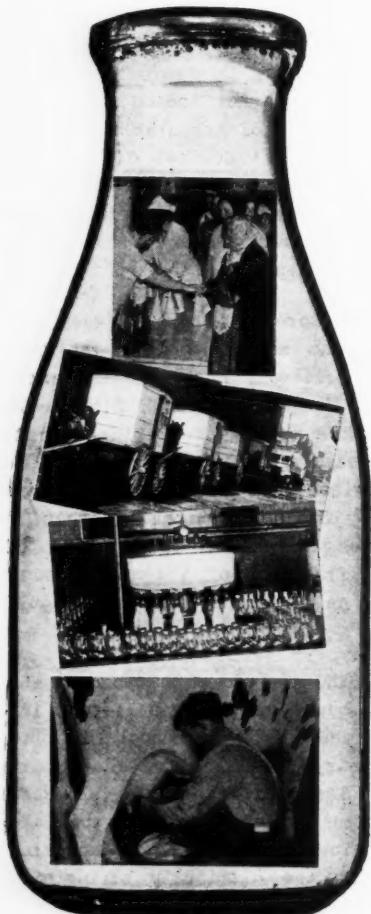
WHENEVER the price to farmers is increased a half cent or less, the Consumers' Counsel considers it desirable where possible that distributors charge consumers only a half-cent increase. This is possible in the case of consumers who run weekly or monthly milk bills with their dairy or who buy 2 or 4 quarts of milk at a time. Whenever it is likely that the farmer's price is to be stepped up more than once, it is preferable to raise it a full cent or nearly so at one time, rather than to make two increases of 1/2 cent each.

LIMITING or decreasing dealer spreads, it is recognized, is likely to limit the number of competing dealers. The distributor unable to operate efficiently may be eliminated from the market. The dealer who is eliminated is likely to be a small dealer and the social and economic implications which this involves can-

not be overlooked. Nevertheless, the Consumers' Counsel believes that anything which promotes an increase of efficiency is in accordance with sound economic policy and of ultimate benefit both to consumers and producers.

SOME of the same elements which were operative in Boston have affected the situation in Detroit also. Without reciting in detail the past history of this situation, it may be pointed out that in February the price of milk was advanced to the producers by agreement between producers and dealers 1/2 cent per quart. Thereupon the dealers increased the price to the consumer by 1 cent. The gross spread was thus increased to 6-1/2 cents per quart.

THE Agricultural Adjustment Administration declined to use the authority of the Federal license to enforce the payment to the producers of the increase of a half-cent per quart. Payments into the equalization fund which is administered by the Federal Milk Market Administrator, however, have been upon the basis of the increased price agreed upon by producers and distributors. The retail price was not set by the Federal license, either before or after the change in price.



"If distributive methods are inefficient or if there are so many dealers in a milk market as to make costs higher than normal, then costs due to such causes should not be considered sound argument for requiring consumers to pay higher prices."

CONSUMERS' COUNSEL believes that the mechanism of the office of the Federal Milk Market Administrator should not be used to facilitate the maintenance of a higher price than that stipulated in the license. Producers' representatives have insisted, however, that they have a right to help from the Agricultural Adjustment Administration in getting a price as close as they can to parity. They argue further that on account of improved consumer purchasing power in Detroit the present price for milk is not unreasonable. It is likewise contended that the relatively high spread in Detroit is necessitated by high costs of distribution.

HIGH SPREADS cannot always be justified by high costs of distribution. If dis-

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COUNSEL manism of eral Milk should state the rner price l in the repre- nsisted, have a he Agri- Adminis- price as parity. that on consumer Detroit r milk is is like- the rela- in Detroit high costs

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tributive methods are inefficient or if there are so many dealers in a milk market as to make costs higher than normal, then costs due to such causes should not be considered sound argument for requiring consumers to pay higher prices. On the other hand, if wages paid labor in the distribution of milk are at a higher rate in one city than in another, it is reasonable to expect that the spread will be higher.

SINCE it is not the policy of the Agricultural Adjustment Administration to set the retail price of milk, the spread cannot be directly affected by the AAA. It is important, however, that Federal milk licenses should not be used on a voluntary and unofficial basis to facilitate simultaneous increases in producers' prices and distributors' margins.

ST. LOUIS offers some parallels to the milk price situation in Boston and Detroit. It presents some differences as well. In November 1934, the price of milk to the producer was lowered, but the price to consumers stayed the same, with the result that the nominal spread was increased more than half a cent. In March 1935, the price to the producer was advanced and the nominal spread widened again because the increase in consumer price was greater than that to producers.

THIS SPREAD was not set by either the Federal or the State Government. Since the relatively high spread was not supported by governmental action, and because keen competition between milk dealers existed, the result was that the actual spread began to be cut. Instead of one retail price for milk, the price varied as much as two cents for the same grade of milk. This difference in price in the beginning, at least, depended primarily upon the bargaining power of the consumer. Consumers who demanded a price concession got it, while others often did not. Such a price discrimination was obviously undesirable, but it apparently represented one step in the process of reducing the spread. One factor in reducing the spread, no doubt, was consumer hostility to the increases in spreads, which had manifested itself publicly during this period.



HELPS TO RURAL CONSUMERS

from Government publications

IMPORTANT ASSET of consumers is the wealth of information, available at trifling cost, which their Government provides on everyday home and community problems. We have prepared a brief bibliography of these Government bulletins, based on expert researches but written for nonexperts, which might be put to effective use by rural or small community consumers. The list is not exhaustive, nor does it include material of a technical character. Readers can follow up their initiation in the nontechnical information with inquiries to the individual Bureaus.

FIRST SECTION of the bibliography follows. Others will be published in subsequent issues of the GUIDE. Wherever there is a price quoted, order from the Superintendent of Documents, Washington, D. C. Request free bulletins from the Bureau named.

1. COMMUNITY ACTIVITIES

Community Service Center. Chart and plans adaptable to rural or urban programs. Suggestions for projects which provide work relief and also services to families on relief and others of limited resources. Women's Work Division, Federal Emergency Relief Administration. Free.

Development of a leisure-time program in small cities and towns. Children's Bureau. 1933. Single copies free from the Bureau.

Rural church and cooperative extension work. Outline of what extension work is and how it may aid rural church in community improvement. Department of Agriculture Circular 57. 1929. 10¢.

Rural community fire departments. Descriptions of several types of fire organizations giving service to farms. Farmers' Bulletin 1667. 1931. 10¢.

Rural factory industries. Brief studies of manufacturing units scattered over 15 Eastern States, employing farm people on a full or part-time basis. Department of Agriculture Circular 312. 1934. 5¢.

[Concluded on Page 31]

Consumer-Farmer Briefs from Washington

WHEAT FARMERS cooperating in 1935 agricultural adjustment will receive at least 33 cents a bushel on allotments, 4 cents more than the 1934 minimum payment. No increase in the processing tax rate of 30 cents a bushel is necessary for the present to finance this increased benefit payment. Sufficient reserves have accumulated from the tax on wheat produced by farmers not under allotment contracts to cover the extra reward to cooperating farmers.

AAA

MORE LIGHT on where consumers' dollars go may come from two proposed work relief projects. Money to make these supplementary studies has been requested by the Bureau of the Census and the Bureau of Foreign and Domestic Commerce. The former hopes to make a more complete national census of wholesalers, retailers, and service organizations for the year 1935. The latter bureau would make a selective census of manufacturers' distribution costs, practically the first study of the sort made.

AAA

RURAL RETAIL sales of general merchandise in the first half of 1935 shot way ahead of dollar volume in the same period last year. They were 22-1/2 percent larger than sales in the first 6 months of 1934, and each separate month was better than the same month a year ago. Preliminary report for June 1935, released by the Bureau of Foreign and Domestic Commerce, shows that sales, adjusted for usual seasonal changes, were 99-1/2 percent of the 1929-31 average, an increase of 7 percent from May, whereas there is ordinarily little change in June. These reports are based on figures furnished by three large mail order companies for sales by mail only and by a large group of chain units

operating in small towns and cities of the agricultural regions of the country. Only those units are included which have been continuously in business in the period studied.

AAA

MORE MONEY is passing through chain grocery store tills, too. Total sales for the first 6 months of 1935 were about 4 percent above those of the same period of 1934. While June business was down 1-1/2 percent from May, this is about the usual drop at that season of the year. It was 4 percent higher in dollar volume than for June 1934. Eight large chain organizations, reporting for their stores which have been continuously in operation since 1929, supply the data for these estimates. This cross-picture of the value of consumer purchases is so constructed as to give all regions of the country their proper relative importance. No information is available on quantity of purchases. This increase may reflect the higher food prices this year and/or more food purchased.

AAA

CONSUMER DOLLARS spent in variety (5 and 10 cents and to one dollar) stores were one percent fewer in the first 6 months of 1935 than in the same 1934 half-year, chain organizations doing more than 75 percent of the business in this field reported to the Bureau of Foreign and Domestic Commerce.

AAA

FARMER-OWNED and controlled mutual fire insurance cooperatives protect about 55 percent of all farm property in the United States covered by fire insurance, the Farm Credit Administration reports. Business of these asso-

ciations, some of them more than 50 years old, has more than doubled in the last 20 years—from 5-1/2 billion dollars in 1915 to over 11 billion in 1935.

AAA

READY GUIDE to the valuable publications of the Bureau of Labor Statistics, the major information-collecting agency for facts on cost of living, food prices, earnings, consumer cooperatives, has just been published by that Bureau (Bulletin No. 614). Write to the B. L. S. or the Government Printing Office for free copies.

AAA

GRADES AND standards for eggs sold to consumers are compulsory now in Oregon under a new law recently adopted. Grades and standards to be used are specified by the State, and cover not only quality but size or weight. Names adopted by the State for the different grades are the same as United States grade names, except that the initials "U. S." are not prefixed. Size designations, "large", "medium", and "small" are the same as the suggested Federal size designations, and the weight requirements of each are identical with Federal requirements. Your April 8 issue of the Consumers' Guide described the Federal grades.

AAA

"FOR ABLE young men and women seeking careers," suggests Dr. Arthur E. Morgan, President of Antioch College and Director of the Tennessee Valley Authority, "organization and management of cooperatives is a promising field, now largely unoccupied." In England, Denmark, Sweden, Finland, Estonia, cooperatives have shown remarkable growth and are now among the largest and most important enterprises.

AAA

FORMER OCCUPATIONS of the 3,485,000 consumers (between the ages of 16 and 64) on city relief rolls in May 1934 were recently studied by the FERA. Out of every 1,000 in 60 representative cities 444 had formerly earned their living in manufacturing and mechanical industries; 186 in domestic and personal serv-

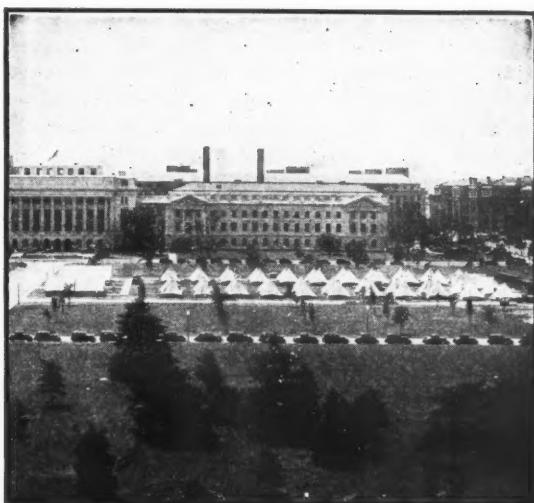
ice; 113 in transportation and communication; 91 in trade; 52 in agriculture; 47 in business offices; and 30 in mining.

AAA

NET PROFITS of 35 food products concerns, reported on by the Federal Reserve Bank of New York amounted to \$22,300,000 in the first quarter of 1935, as against \$27,200,000 in 1934, \$19,200,000 in 1933 and \$26,000,000 in 1932 (first quarter in each year).

AAA

"MASS DISTRIBUTION of milk and scientific coordination of all distributing operations of farmers, trucks, receiving stations, and dealers" is one of the proposals advanced by the supervisor of a milk study recently made under direction of the New Hampshire Minimum Wage Office. It has been reported that this study has been endorsed by the Governor of the State who has recommended that further inquiry be made into the possibility of a centralized milk plant. Changes in methods and habits of farmers, dealers, and consumers, together with new merchandising and distributing policies, suggested in the study, will result, it is claimed, in "the elimination of waste, in material reduction in the selling price of milk and cream, and increased prices for the farmers."



4-H Club boys and girls, two each from each State, gathering in Washington in June to discuss rural youth problems and get acquainted with their government, pitched camp in front of the Department of Agriculture.



CONSUMERS got another small break in food prices during the 2 weeks ending with July 2. Prices on that date were 121.8 percent of their 1913 level. This represented a drop of 1 percent from June 18 and close to 3 percent from the peak for this year which came in the latter part of April. With this reduction food costs on July 2 were back to approximately their level on February 12.

FOOD COSTS represent about one-third of a working-man's family expenditures. That part of total living costs on July 2, 1935, was 11 percent higher than on July 3, 1934, 15 percent higher than on July 15, 1933, and 21 percent below the July 15, 1929, food costs.

MOST IMPORTANT of all price drops between June 18 and July 2 to many consumers was the decline in meat prices. All cuts reported by the Bureau of Labor Statistics, except sliced ham and bacon, fell off. Furthermore, the cheaper cuts which had hitherto advanced most, showed the greater decreases. Chuck roast dropped 2.8 percent; plate beef, 2.4 percent; pork chops, 3.3 percent. Hens, included in the Bureau's index of meat prices, decreased more than any of the other meats—6.7 percent.

DAIRY PRODUCTS as a group fell off 1.5 percent in the 2 weeks, butter leading the recession with a cut in price of 3.2 percent. June is traditionally the low month of the year for most dairy prices, particularly for butter. From then until December they usually swing into a seasonal increase.

INCREASING milk supplies are the central reason for lower dairy product prices. Production per cow on July 1 was about 12 percent above the amount on July 1 of last year. This gain much more than offset the decrease

CHANGES IN CITY RETAIL PRICES

Kind of food	July 3, 1934	June 18, 1935	July 2, 1935	Change in year	Above or below July 1929
<u>Dairy products:</u>	¢	¢	¢	%	%
Milk, qt.	11.2	11.9	11.8*	+5.4	-16.9
Cheese, lb.	23.6	25.3	24.9	+5.5	-34.3
Butter, lb.	30.3	31.2	30.2	-0.3	-43.4
<u>Beef:</u>					
Round steak, lb.	28.7	37.5	36.8	+28.2	-21.7
Rib roast, lb.	22.5	30.9	30.4	+35.1	-20.4
Chuck roast, lb.	16.5	24.6	23.9	+44.8	-23.6
<u>Pork:</u>					
Chops, lb.	26.0	36.4	35.2	+35.4	-10.9
Lard, lb.	10.4	19.1	19.2	+84.6	+4.3
Whole smoked ham, lb.	22.9	28.3	28.3	+23.6	—
<u>Lamb:</u>					
Leg of lamb, lb.	26.9	28.0	27.3	+1.5	-33.6
Breast lamb, lb.	11.3	13.5	13.2	+16.8	—
Square chuck, lb.	19.9	21.9	21.5	+8.0	—
<u>Poultry and Eggs:</u>					
Hens, lb.	23.5	30.0	28.0	+19.1	-29.8
Eggs, doz.	25.4	32.2	32.7	+28.7	-26.0
<u>Bread:</u>					
White, lb.	8.1	8.3	8.3	+2.5	-7.8
Rye, lb.	8.7	8.9	8.9	+2.3	—
Whole wheat, lb.	8.8	9.0	9.0	+2.3	—
*3.5-4.6 percent butterfat.				(continued)	

Your Food

in the number of cows and gave the highest total milk production for that date on record.

DUE to major declines amounting to 11 percent in cabbage and onion prices, the index for fruits and vegetables showed the biggest down swing of all the different groups of foods. Cabbage was selling at exactly the same price on July 2, 1935, as on July 3, 1934. Onions were still 16 percent higher. While none of the other fruits and vegetables moved much in price during the 2 weeks from June 18 to July 2 of this year, some are cheaper now than they were a year ago. This is true of bananas, oranges (close to one-fifth below), prunes, white potatoes, and canned tomatoes.

CHANGES IN CITY RETAIL PRICES

Kind of food	July 3, 1934	June 18, 1935	July 2, 1935	Change in year	Above or below July 1929
<u>Cereal products:</u>					
Flour, lb.	4.9	4.9	4.9	0.0	-2.0
Macaroni, lb.	15.7	15.7	15.7	0.0	-19.9
Wheat cereal (28-oz. pkg.)	24.2	24.7	24.7	+2.1	-3.1
<u>Vegetables - canned:</u>					
Corn, #2 can	11.3	13.1	13.0	+15.0	-17.7
Peas, #2 can	16.6	17.8	17.8	+7.2	+7.2
Tomatoes, #2, #2½ can	10.5	10.3	10.4	-1.0	-24.6
<u>Vegetables - fresh:</u>					
Potatoes, lb.	2.2	2.1	2.1	-4.5	-46.2
Onions, lb.	5.1	6.6	5.9	+15.7	-15.7
Cabbage, lb.	3.2	3.6	3.2	0.0	-33.3
<u>Vegetables - fresh:</u>					
Lettuce, head	9.1	8.4	7.9	-13.2	—
Spinach, lb.	6.0	5.1	5.4	-10.0	—
Carrots, bunch	5.2	5.4	5.2	0.0	—
<u>Fruits - canned:</u>					
Peaches, #2½ can	18.2	19.7	19.6	+7.7	—
Pears, #2½ can	21.1	23.1	23.0	+9.0	—
Pineapple, #2½ can	22.2	22.7	22.6	+1.8	—
<u>Fruit - fresh:</u>					
Apples, lb.	7.5	7.9	7.6	+1.3	—
Bananas, doz., lb.	23.0	21.6	21.5	-6.5	-33.0
Oranges, doz	38.9	32.0	31.7	-18.5	-29.2



except California, Washington, and Wisconsin.

EGGS stepped up in price during the 2 weeks ending July 2 with an increase of 1.6 percent. Usually from April to September this food is on the upgrade. It was about 29 percent more costly in the early part of July this year than last. Production on July 1 was greater than on that date in both of the past 2 years, but about 10 percent below the 5-year July average. While there are fewer layers, the decrease in number this year was offset by high production per hen.

NONE of the other 5 price increases in the fortnight ending July 2 amounted to more than a one-half of 1 percent with the exception of granulated sugar which advanced 1.8 percent. Seventeen of the 48 foods included in the Bureau of Labor

Statistics index of food prices made no change at all. Most of these 17 were cereal products. Wheat flour and macaroni were costing consumers on July 2 just what they cost a year earlier. Corn flakes were also priced the same. White bread on that date was 2.5 percent and wheat cereal 2.1 percent higher than at the beginning of July, 1934. Biggest increase in cereal products in the year was in cornmeal and rolled oats, the raw materials of which were severely reduced by the 1934 drought. The oats crop this year is expected to be slightly better than average and well over twice as large as last year. Forecasters expect a corn crop close to 50 percent greater than 1934's but about a fifth smaller than the 5-year (1928-1932) average.

FARMERS' SHARE in consumers' dollars spent for 10 important foods averaged considerably more in the first half of 1935 than in the same 6 months of 1934. Excluding benefit payments, their share averaged 45 cents between January and June 1935 as against an average of 37 cents in the same 1934 period.

Bill

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this page.

BETTER than average crops of fruits and vegetables in prospect over most of the country bode well for consumers. The peach crop in the Northeastern States, which was so unusually small during 1934, promises to exceed by a good margin the average crop for the preceding 5 years. Early peaches now on the market are coming from Georgia and other Southern States where larger than average crops are being harvested. Prospects for summer and early fall apples are better than for the late crop, but if July 1 indications are not seriously upset by subsequent weather conditions consumers may expect a plentiful supply of apples this fall. Cherries, now being harvested, are more plentiful than average in practically all States

Average Retail Prices, July 2, 1935 (cents)

Markets	Milk, fresh			
	Quart (de- liv- ered)	Butter fat range	Cheese Butter (lb.)	(lb.)
United States	11.8	3.5-4.6	24.9	30.2
New England:				
Boston	12.7	3.7-4.0	25.3	30.1
Bridgeport	13.0	3.8	29.9	29.7
Fall River	13.0	3.8	25.3	29.8
Manchester	12.0	3.8-4.1	25.8	28.9
New Haven	13.0	3.8-4.05	27.0	32.1
Portland, Maine	12.0	4.0-4.1	25.9	30.5
Providence	13.0	3.7-3.8	24.7	29.2
Middle Atlantic:				
Buffalo	12.0	3.6-3.7	26.5	28.7
Newark	13.0	3.5-3.7	28.2	32.8
New York	12.5	3.5-3.7	29.0	31.1
Philadelphia	11.0	3.5-4.0	28.5	32.0
Pittsburgh	12.3	3.6-4.6	26.1	30.6
Rochester	12.0	3.8	26.7	28.7
Scranton	11.0	3.8	26.2	29.9
East North Central:				
Chicago	11.0	3.6-3.8	27.6	29.8
Cincinnati	12.0	3.7	24.5	29.5
Cleveland	11.0	3.5	26.7	30.2
Columbus	10.0	4.0	28.3	30.0
Detroit	12.0	3.6-3.7	24.0	30.6
Indianapolis	10.0	3.8-3.9	24.1	27.2
Milwaukee	10.0	3.6-3.63	24.9	28.5
Peoria	11.0	3.8-4.0	23.2	28.9
Springfield, Ill.	11.1	4.0	23.0	29.4
West North Central:				
Kansas City	11.0	3.8-4.0	26.4	28.8
Minneapolis	10.0	3.5-3.7	24.0	27.8
Omaha	10.0	3.8	25.4	28.7
St. Louis	12.0	3.7-3.8	24.0	30.7
St. Paul	10.0	3.6-3.7	24.4	28.3
Wichita	9.4	—	21.9	25.8
South Atlantic:				
Atlanta	14.0	4.3-4.4	22.9	32.9
Baltimore	12.0	4.0	26.0	32.4
Charleston, S. C.	15.0	4.0-4.3	21.7	30.3
Jacksonville	15.0	4.0-4.5	22.0	30.8
Norfolk	14.0	3.8	22.8	31.5
Richmond	12.0	3.5	23.8	29.8
Savannah	14.0	4.0-4.5	21.2	30.4
Washington, D. C.	13.0	4.1-4.2	24.8	32.8
Winston-Salem	—	—	23.2	31.7
East South Central:				
Birmingham	14.0	4.3-4.5	21.2	32.7
Louisville	12.0	4.0	24.9	27.2
Memphis	10.5	3.5-4.5	21.0	28.2
Mobile	13.0	4.0-4.5	22.1	29.4
West South Central:				
Dallas	11.0	4.4	26.6	28.0
El Paso	—	—	22.4	31.0
Houston	12.0	4.0-4.5	20.2	30.2
Little Rock	12.0	3.8-4.5	22.0	26.7
New Orleans	11.0	4.2-4.5	23.4	30.8
Mountain:				
Butte	10.0	3.5-3.7	23.1	30.4
Denver	11.0	3.8	26.8	30.5
Salt Lake City	10.0	3.8	21.3	31.4
Tucson	12.0	3.8-4.0	26.2	32.3
Pacific:				
Los Angeles	11.0	4.0	26.3	32.0
Portland, Oreg.	10.3	4.0	22.1	31.1
San Francisco	12.0	4.0-4.2	27.9	32.2
Seattle	9.0	4.0	22.7	32.3

SINCE EARLY April the retail price of butter has been falling off. From April 9 to July 2 the price dropped 25 percent, from 40.3 to 30.2 cents a pound. On the latter date butter was selling at slightly below the July 3, 1934, price.

AGAINST A drop of 1 cent in butter prices between June 18 and July 2, cheese prices decreased 0.4 cent a pound and milk 0.1 cent a quart. Both milk and cheese were about 5 percent higher in early July than a year ago.

TOTAL MILK production on July 1 reached record high levels for that season of the year. Production per cow was about 12 percent above the low production on July 1 last year and the highest reported for that date since 1930. This increase in production per cow in the year more than offset the decrease of about 6 percent in the number of milk cows, resulting in a net gain of 6 percent in total milk production over July 1 last year. Improved pasture and better prospects for feed supplies give promise that milk production in the next few months will continue fairly higher than in recent years.

PURCHASES of butter and cheese were made in June by the AAA for distribution to needy families. Funds for this purpose were appropriated by the Jones-Connally amendment to the Agricultural Adjustment Act. Butter purchases on June 27 totalled 3,284,500 pounds; cheese purchases totalled 50,000 pounds. In early July bids were asked on an additional 5 million pounds of butter and 2 million pounds of cheese.

Average Retail Prices, July 2, 1935 (cents)			
Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.3	8.9	9.0
New England:			
Boston	8.3	9.2	8.8
Bridgeport	8.7	9.1	9.2
Fall River	8.0	8.4	8.9
Manchester	8.4	9.0	8.7
New Haven	8.5	8.9	9.3
Portland, Maine	9.1	9.6	9.4
Providence	8.2	8.8	9.4
Middle Atlantic:			
Buffalo	8.5	8.5	9.4
Newark	9.1	9.5	9.6
New York	8.9	9.0	9.6
Philadelphia	8.7	9.9	10.6
Pittsburgh	8.4	9.1	9.2
Rochester	8.1	8.1	9.1
Scranton	9.2	9.6	9.9
East North Central:			
Chicago	7.4	7.9	8.9
Cincinnati	7.8	9.4	9.5
Cleveland	7.8	8.3	8.7
Columbus	8.1	9.1	9.3
Detroit	7.2	7.7	7.9
Indianapolis	7.4	7.7	8.9
Milwaukee	6.7	6.7	9.3
Peoria	7.9	9.0	8.9
Springfield, Ill.	8.7	9.6	9.6
West North Central:			
Kansas City	7.8	9.0	9.1
Minneapolis	8.4	8.8	9.3
Omaha	8.4	9.3	8.8
St. Louis	8.2	9.0	9.5
St. Paul	8.5	9.0	9.6
Wichita	8.3	9.0	9.3
South Atlantic:			
Atlanta	9.1	9.4	9.0
Baltimore	8.9	9.3	9.5
Charleston, S. C.	9.1	9.8	10.4
Jacksonville	9.7	9.9	10.0
Norfolk	8.4	8.7	9.0
Richmond	8.6	8.7	9.0
Savannah	9.5	10.0	10.5
Washington, D. C.	8.3	8.8	8.9
Winston-Salem	—	—	—
East South Central:			
Birmingham	9.8	9.9	10.0
Louisville	7.4	8.0	8.5
Memphis	8.4	8.9	9.3
Mobile	9.3	10.0	10.0
West South Central:			
Dallas	7.9	8.0	7.8
El Paso	—	—	—
Houston	6.4	8.5	8.6
Little Rock	9.9	9.6	10.1
New Orleans	8.3	8.7	9.7
Mountain:			
Butte	9.5	9.6	9.6
Denver	7.7	9.2	8.0
Salt Lake City	6.8	9.4	6.7
Tucson	10.0	10.0	10.1
Pacific:			
Los Angeles	7.2	9.3	7.9
Portland, Oreg.	9.1	10.1	9.2
San Francisco	9.4	9.0	8.9
Seattle	9.1	9.9	9.0

BREAD

ALL THREE breads maintained the same prices during the 2 weeks ending July 2. White bread has stayed at an average of 8.3 cents per pound loaf since November 1934, with one exception toward the end of May when a special situation in Kansas City forced up local bread prices which was reflected in a 0.1 cent rise in the national average. July 2 white bread prices were 2.5 percent above the average a year ago.

BANNERS for the lowest average white bread price on July 2 go to Houston, Tex., with 6.4 cents per pound loaf. Highest average, 10 cents, was reported from Tucson, Ariz.

COST OF bread ingredients reached its high point this year about April 23, then declined to June 18. In the following 2 weeks the cost had climbed close to its April 23 top.

STALENESS IS one of the problems consumers encounter now and then in bread buying. We would like to hear from any consumers who find dated bread on their markets and to learn from them whether this has been a help in getting the freshness they desire in this product.

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Average Retail Prices, July 2, 1935 (cents)

Markets	Flour (lb.)	Mac-a- roni (lb.)	Wheat cereal (28-oz. pkg.)
United States.....	4.9	15.7	24.7
New England:			
Boston.....	4.6	15.1	23.8
Bridgeport.....	5.5	16.9	25.4
Fall River.....	5.0	16.6	22.9
Manchester.....	5.2	17.5	26.0
New Haven.....	5.3	16.5	23.5
Portland, Maine.....	4.7	18.0	24.3
Providence.....	4.8	15.1	22.9
Middle Atlantic:			
Buffalo.....	5.1	16.9	24.9
Newark.....	5.4	16.3	23.8
New York.....	5.5	16.8	23.6
Philadelphia.....	5.0	16.4	24.9
Pittsburgh.....	4.5	15.9	22.9
Rochester.....	5.4	15.4	23.6
Scranton.....	4.8	17.3	24.9
East North Central:			
Chicago.....	4.9	14.6	25.0
Cincinnati.....	4.7	15.3	22.6
Cleveland.....	4.8	17.0	23.1
Columbus.....	4.4	17.6	27.5
Detroit.....	4.6	14.8	23.5
Indianapolis.....	4.4	15.0	25.7
Milwaukee.....	4.7	14.2	24.9
Peoria.....	4.8	16.4	25.0
Springfield, Ill.....	5.3	15.8	25.2
West North Central:			
Kansas City.....	4.7	16.4	23.5
Minneapolis.....	4.7	14.1	20.8
Omaha.....	4.5	19.2	24.5
St. Louis.....	4.8	16.6	25.9
St. Paul.....	4.8	14.3	24.0
Wichita.....	4.4	15.4	24.3
South Atlantic:			
Atlanta.....	5.5	17.8	26.3
Baltimore.....	4.9	16.1	24.3
Charleston, S. C.....	5.5	15.4	25.0
Jacksonville.....	5.6	15.2	26.4
Norfolk.....	4.9	15.9	25.4
Richmond.....	4.7	15.2	23.3
Savannah.....	5.3	16.3	25.4
Washington, D. C.....	5.3	15.7	23.8
Winston-Salem.....	3.7	16.0	27.3
East South Central:			
Birmingham.....	5.1	13.1	26.3
Louisville.....	4.7	14.3	24.2
Memphis.....	5.6	14.4	27.8
Mobile.....	5.2	16.7	25.6
West South Central:			
Dallas.....	4.8	17.2	26.6
El Paso.....	5.1	17.4	25.6
Houston.....	4.6	13.0	22.9
Little Rock.....	4.7	16.1	29.2
New Orleans.....	6.1	9.5	24.0
Mountain:			
Butte.....	4.6	16.5	25.7
Denver.....	3.9	16.1	24.7
Salt Lake City.....	3.8	17.1	26.4
Tucson.....	5.1	16.7	25.6
Pacific:			
Los Angeles.....	4.4	15.0	24.0
Portland, Oreg.....	4.4	17.1	22.4
San Francisco.....	4.9	15.9	23.8
Seattle.....	4.6	16.8	26.3

NO CHANGE at all occurred in the prices of the various cereal products reported by the Bureau of Labor Statistics in the 2 weeks ending July 2. Wheat flour and macaroni were selling on that date at exactly the same price as a year ago. Wheat cereal was 2.1 percent higher than on July 3, 1934. No information is at hand to explain why the latter product should be selling at a higher price when the first two are not.

PROSPECTS FOR wheat production throughout the country in 1935, based on July 1 estimates, indicate a total of 731 million bushels, as against 497 million bushels produced last year and 861 million which was the average for the 5-year (1928-32) period. With July 1 stocks at around 150 million bushels, total supplies may be between 100 million and 125 million greater than minimum domestic needs, after allowing for a carry-over of from 125 to 150 million bushels.

AVERAGE FARM prices of wheat declined from 88 cents per bushel on May 15 to 77 cents on June 15, just 2 cents below the farm price on the same date last year. June's price was 69 percent of "parity."

Average Retail Prices, July 2, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	36.8	30.4	23.9
New England:			
Boston	46.4	34.9	29.1
Bridgeport	44.4	36.4	28.9
Fall River	43.2	30.4	23.8
Manchester	45.8	30.5	26.4
New Haven	47.6	36.5	26.5
Portland, Maine	42.9	34.2	25.6
Providence	45.6	35.2	27.6
Middle Atlantic:			
Buffalo	35.8	31.3	24.4
Newark	41.3	34.3	26.7
New York	38.5	32.5	24.9
Philadelphia	40.6	36.4	26.7
Pittsburgh	37.4	32.6	24.5
Rochester	35.6	29.3	24.0
Scranton	39.2	33.4	29.8
East North Central:			
Chicago	35.7	33.0	26.4
Cincinnati	39.8	33.9	26.7
Cleveland	36.7	32.7	26.5
Columbus	39.9	30.1	26.8
Detroit	37.1	32.1	26.1
Indianapolis	38.2	29.2	25.5
Milwaukee	35.2	29.8	25.9
Peoria	34.4	27.8	23.3
Springfield, Ill.	35.3	27.3	22.8
West North Central:			
Kansas City	33.6	28.8	22.7
Minneapolis	33.5	28.9	24.8
Omaha	35.3	26.3	23.8
St. Louis	40.0	31.3	23.9
St. Paul	33.0	28.2	24.5
Wichita	29.3	23.5	18.1
South Atlantic:			
Atlanta	38.3	31.3	25.1
Baltimore	36.4	31.1	25.3
Charleston, S. C.	32.7	26.8	20.7
Jacksonville	30.5	27.8	21.0
Norfolk	35.1	30.5	22.2
Richmond	35.4	30.2	22.4
Savannah	30.7	26.8	19.0
Washington, D. C.	41.6	32.5	25.6
Winston-Salem	33.8	23.8	21.4
East South Central:			
Birmingham	37.1	28.6	23.6
Louisville	37.0	27.4	23.7
Memphis	38.4	28.5	20.2
Mobile	32.3	24.4	18.0
West South Central:			
Dallas	37.8	31.5	21.6
El Paso	32.7	25.3	19.9
Houston	34.3	28.6	19.6
Little Rock	33.8	27.5	19.3
New Orleans	33.1	29.2	19.4
Mountain:			
Butte	27.3	24.9	20.4
Denver	32.1	26.1	21.7
Salt Lake City	31.9	27.3	22.8
Tucson	32.6	30.0	21.6
Pacific:			
Los Angeles	32.1	28.3	20.4
Portland, Oreg.	26.0	21.6	17.3
San Francisco	31.7	28.2	18.8
Seattle	32.2	27.4	19.8

BEEF

ANOTHER AND slightly bigger drop in beef prices than that reported in our last issue occurred during the 2 weeks ending July 2. Total decline for the month of June brought down prices of round steak and rib roast 0.9 cent each; chuck roast, 1 cent a pound. These minor decreases left prices of beef still from 25 to 45 percent higher than those of a year ago, depending on the cut.

SUPPLIES OF cattle in June, especially those at leading public markets, were small. Receipts at seven leading markets (excluding Government cattle) were 30 percent under those of June 1934 and 27 percent below the 5-year June average. Despite the smallness of supplies, prices of cattle continued to drop during June. The decline in that month carried the average weekly price of beef steers at Chicago to the lowest point since the end of January.

PRICE EXPERTS believe that the high point of cattle prices was reached in May although some advance from the levels of early July are to be expected. However, if consumer purchasing power should show a material increase in the later months of 1935 as a result of an improvement in business conditions it would be easily possible for cattle prices to exceed the May peak in view of the continued small supplies of cattle and hogs that will be available during the balance of the year.

Average Retail Prices, July 2, 1935 (cents)

Markets	Chops	Lard	Whole smoked ham (lb.)
	(lb.)	(lb.)	(lb.)
United States.....	35.2	19.2	28.3
New England:			
Boston.....	36.3	18.2	28.4
Bridgeport.....	37.4	18.0	29.4
Fall River.....	35.4	17.6	29.8
Manchester.....	33.8	18.4	30.9
New Haven.....	37.5	18.5	30.8
Portland, Maine.....	35.3	18.1	28.2
Providence.....	37.0	17.8	28.0
Middle Atlantic:			
Buffalo.....	36.8	17.9	27.9
Newark.....	36.1	19.6	29.9
New York.....	35.6	19.7	28.9
Philadelphia.....	38.1	19.8	29.0
Pittsburgh.....	35.0	18.7	27.4
Rochester.....	35.8	18.4	28.6
Scranton.....	38.2	19.9	27.8
East North Central:			
Chicago.....	36.9	18.6	27.9
Cincinnati.....	35.9	20.1	28.2
Cleveland.....	36.9	21.0	28.0
Columbus.....	37.7	18.9	28.4
Detroit.....	39.2	18.7	29.4
Indianapolis.....	34.2	18.4	27.4
Milwaukee.....	34.7	18.7	27.7
Peoria.....	33.0	19.7	27.6
Springfield, Ill.....	33.0	19.3	27.1
West North Central:			
Kansas City.....	34.3	18.9	27.8
Minneapolis.....	35.4	18.9	28.1
Omaha.....	31.2	20.1	27.8
St. Louis.....	34.9	18.8	28.6
St. Paul.....	34.4	19.2	27.1
Wichita.....	32.7	18.7	26.0
South Atlantic:			
Atlanta.....	32.5	18.9	26.9
Baltimore.....	35.4	18.4	29.1
Charleston, S. C.....	33.8	19.5	27.3
Jacksonville.....	31.7	19.6	27.2
Norfolk.....	33.2	18.4	27.7
Richmond.....	35.1	18.5	28.3
Savannah.....	30.6	18.7	25.0
Washington, D. C.....	40.7	19.0	28.5
Winston-Salem.....	31.5	17.5	28.0
East South Central:			
Birmingham.....	31.8	18.6	27.0
Louisville.....	32.7	19.6	24.7
Memphis.....	32.1	18.6	28.7
Mobile.....	31.6	18.7	27.4
West South Central:			
Dallas.....	33.7	21.8	27.8
El Paso.....	36.0	19.1	31.6
Houston.....	32.6	18.6	26.5
Little Rock.....	31.6	19.7	27.6
New Orleans.....	31.4	18.7	27.5
Mountain:			
Butte.....	30.0	21.3	28.7
Denver.....	35.3	21.1	28.3
Salt Lake City.....	36.8	23.5	31.5
Tucson.....	35.0	20.2	28.0
Pacific:			
Los Angeles.....	42.0	19.0	29.6
Portland, Oreg.....	32.0	19.9	28.9
San Francisco.....	37.2	19.6	31.1
Seattle.....	36.3	19.8	30.7

PORK PRODUCTS

PRICES OF pork and hog products continued irregular, fresh pork prices tending downward while lard and smoked products pushed up in price. For example, pork chops, priced at 36.9 cents a pound on June 4, and at 36.4 cents on June 18, sold for 35.2 cents on July 2. Lard was priced at 19 cents a pound on June 4 and 19.1 cents 2 weeks later. It moved up to 19.2 cents on July 2. Whole smoked ham was 27.9 cents a pound early in June, 28.3 cents in the middle of the month, and stayed at that price until the beginning of July.

WHOLESALE PRICES of pork and hog products behaved in June much as did retail prices. What market experts call "adverse consumer reaction" to price advances in the spring, together with the seasonal rise in temperature, apparently reduced the demand for fresh pork and brought down wholesale prices somewhat. Lard prices started up after remaining rather stable for several months. Cured products tended to continue their seasonal rise or to remain unchanged. Composite wholesale price of hog products at New York was \$21.96 per 100 pounds in June, compared with \$21.26 in May and \$14.15 in June last year.

MARKET PRICES of hogs fell off during June but began picking up in the first week of July. By the second week the top price in Chicago, \$10.25, was 5 cents above the highest price paid previously this year. Slaughter supplies during the 3 months, July to September, are expected to be the smallest since 1902. With storage supplies of hog products greatly reduced and small summer slaughter, the chances for a very marked seasonal price rise in hog prices are large unless consumer buying power presses more heavily the other way.

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Average Retail Prices, July 2, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	27.3	13.2	21.5
New England:			
Boston	26.5	13.6	19.4
Bridgeport	28.1	10.3	21.6
Fall River	26.3	11.6	20.4
Manchester	27.3	14.4	21.9
New Haven	28.3	13.0	23.7
Portland, Maine	26.5	14.9	20.9
Providence	26.7	12.0	23.1
Middle Atlantic:			
Buffalo	24.9	13.4	24.1
Newark	27.7	14.4	24.8
New York	27.5	12.3	19.8
Philadelphia	28.1	8.6	19.1
Pittsburgh	28.3	14.8	22.2
Rochester	25.5	14.4	21.7
Scranton	30.3	14.0	26.3
East North Central:			
Chicago	28.3	12.4	23.8
Cincinnati	30.7	17.1	25.2
Cleveland	29.2	15.7	27.3
Columbus	31.4	15.6	26.2
Detroit	29.6	14.4	26.1
Indianapolis	30.4	13.5	23.4
Milwaukee	28.9	12.7	24.1
Peoria	28.2	13.7	22.3
Springfield, Ill.	26.7	12.4	20.8
West North Central:			
Kansas City	26.5	16.2	22.7
Minneapolis	26.8	10.6	21.6
Omaha	25.7	10.1	20.3
St. Louis	26.9	17.3	22.1
St. Paul	26.0	11.7	22.1
Wichita	27.2	11.5	20.3
South Atlantic:			
Atlanta	25.4	18.1	21.7
Baltimore	26.9	13.9	22.2
Charleston, S. C.	29.8	15.0	20.7
Jacksonville	26.5	11.3	21.0
Norfolk	27.1	13.5	17.6
Richmond	28.4	15.5	22.7
Savannah	27.1	13.0	19.8
Washington, D. C.	28.2	13.2	23.8
Winston-Salem	28.3	13.5	21.0
East South Central:			
Birmingham	27.1	12.7	19.3
Louisville	27.8	13.8	22.5
Memphis	27.6	13.0	16.8
Mobile	28.5	15.0	19.8
West South Central:			
Dallas	28.1	17.2	19.0
El Paso	27.4	13.5	20.1
Houston	30.1	15.7	19.2
Little Rock	27.0	13.3	19.2
New Orleans	26.3	13.6	17.5
Mountain:			
Butte	27.0	14.3	21.5
Denver	24.1	11.5	20.4
Salt Lake City	25.7	11.9	21.0
Tucson	27.0	12.2	24.2
Pacific:			
Los Angeles	24.8	10.4	16.9
Portland, Oreg.	21.9	10.7	17.4
San Francisco	25.8	10.4	17.9
Seattle	23.6	11.1	18.6

LAMB

ALONG WITH other fresh meats, lamb decreased in price during the last 2 weeks of June. On July 2 leg of lamb was 0.7 cent, breast of lamb 0.3 cent, and square chuck 0.4 cent per pound lower than on June 18. Compared with other meats lamb is still much closer to last year's prices, leg of lamb being only 1.5 percent, square chuck 8 percent, and breast of lamb 16.8 percent above the July 3, 1934, prices.

INSPECTED SLAUGHTER of sheep and lambs in June was about 13 percent greater than in the same month of 1934 and the fourth largest for the month on record. It represented a decrease of 10 percent, however, from May's figure.

SOME DECREASE in slaughter supplies of lambs from the large amounts in May and June may occur during the next 2 months. Slaughter in those months, the first two of the present crop year, was considerably larger than in the corresponding months a year earlier, but slaughter in the remainder of the grass lamb marketing season, which goes up to December 1, will probably be no larger than in the same period of 1934 in view of the reduced lamb crop in the Western States this year. It is probable, however, that the proportion of late lambs from these States in slaughter condition will be larger this year than last.

Average Retail Prices, July 2, 1935 (cents)

Markets	Hens (1b.)	Eggs (doz.)
United States	28.0	32.7
New England:		
Boston	29.3	43.5
Bridgeport	31.0	43.9
Fall River	26.5	39.5
Manchester	31.8	40.8
New Haven	33.4	42.1
Portland, Maine	31.0	38.9
Providence	27.7	41.1
Middle Atlantic:		
Buffalo	27.9	33.1
Newark	34.2	42.3
New York	30.7	40.4
Philadelphia	31.2	35.5
Pittsburgh	29.0	32.2
Rochester	28.7	33.2
Scranton	33.3	34.1
East North Central:		
Chicago	28.2	32.2
Cincinnati	28.6	30.8
Cleveland	31.6	32.7
Columbus	30.1	29.8
Detroit	29.3	31.1
Indianapolis	26.0	27.3
Milwaukee	24.6	29.5
Peoria	26.9	27.4
Springfield, Ill	24.6	27.2
West North Central:		
Kansas City	26.6	30.0
Minneapolis	26.2	29.1
Omaha	24.3	28.4
St. Louis	26.4	29.7
St. Paul	25.7	29.2
Wichita	25.5	24.3
South Atlantic:		
Atlanta	25.6	31.4
Baltimore	30.2	33.5
Charleston, S. C	26.2	30.6
Jacksonville	26.4	31.3
Norfolk	26.8	30.8
Richmond	30.7	31.2
Savannah	22.0	28.5
Washington, D. C.	31.8	37.6
Winston-Salem	27.5	27.9
East South Central:		
Birmingham	22.1	26.7
Louisville	25.4	28.7
Memphis	23.0	29.0
Mobile	22.0	26.3
West South Central:		
Dallas	23.3	29.6
El Paso	24.4	38.2
Houston	28.4	27.9
Little Rock	22.1	26.8
New Orleans	25.0	29.8
Mountain:		
Butte	27.4	35.3
Denver	27.5	35.3
Salt Lake City	29.9	31.9
Tucson	30.8	40.5
Pacific:		
Los Angeles	32.6	32.5
Portland, Oreg	26.4	29.2
San Francisco	34.4	33.8
Seattle	29.4	32.3

POULTRY AND EGGS

HENS WERE 2 cents a pound cheaper on July 2 than 2 weeks earlier. Eggs were 0.5 cent a dozen higher in cost. Both changes are in line with usual seasonal trends.

PRESENT HEAVIER hatchings, compared with last year, are expected to show in somewhat larger supplies of poultry this fall. The total, however, will still be relatively light and the usual seasonal price decline during fall and winter months may not be as great as usual. Relatively few hens at the present time are being marketed due to the more satisfactory returns for eggs, the average farm price of which on June 15 was 21 cents per dozen, the highest since 1929. An unusual proportion of hens will probably be kept over for next season.

FARM PRICE of chickens declined from 15.7 cents per pound on May 15 to 15.6 cents on June 15. This was 4.4 cents above the price a year before.

JULY PRODUCTION of eggs per hen was so much better than in the same month of the past 2 years that, despite a reduction of from 6 to 8 percent in the number of hens, total production of eggs exceeded the July record of both 1934 and 1933. It was, however, 10 percent below the 5-year July average. This better rate of laying is expected to continue if the season remains favorable.

FEWER EGGS were in cold storage on July 1 this year than last. The figure at the beginning of this July was 7,591,000 cases, compared with 8,965,000 cases a year before and 8,984,000 cases for the 5-year July average.

Average Retail Prices, July 2, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.1	5.9	3.2
New England:			
Boston	1.9	7.0	3.5
Bridgeport	1.8	6.8	3.6
Fall River	1.4	6.5	3.8
Manchester	1.9	7.7	3.7
New Haven	2.0	6.5	3.2
Portland, Maine	1.3	6.9	3.9
Providence	1.6	6.5	3.1
Middle Atlantic:			
Buffalo	1.9	5.8	2.9
Newark	2.1	6.7	3.5
New York	2.4	6.0	3.5
Philadelphia	2.1	5.9	2.4
Pittsburgh	2.1	5.8	3.3
Rochester	1.9	6.2	3.6
Scranton	1.9	6.0	2.7
East North Central:			
Chicago	2.1	4.9	3.3
Cincinnati	2.3	6.7	3.1
Cleveland	2.2	5.9	3.2
Columbus	1.7	7.5	3.3
Detroit	2.0	5.6	4.2
Indianapolis	1.8	6.2	2.9
Milwaukee	1.8	5.6	3.1
Peoria	2.2	6.6	3.1
Springfield, Ill.	2.4	6.3	2.4
West North Central:			
Kansas City	2.2	6.4	1.8
Minneapolis	2.3	6.8	3.5
Omaha	2.4	6.8	2.0
St. Louis	2.1	5.7	2.3
St. Paul	2.1	6.7	3.4
Wichita	2.1	6.7	3.3
South Atlantic:			
Atlanta	2.2	6.4	2.4
Baltimore	1.9	5.9	2.1
Charleston, S. C.	2.0	7.7	3.7
Jacksonville	2.0	6.3	3.4
Norfolk	1.9	6.8	3.2
Richmond	1.8	7.9	3.1
Savannah	1.9	5.6	3.1
Washington, D. C.	1.8	6.4	3.5
Winston-Salem	2.3	9.1	3.0
East South Central:			
Birmingham	1.8	6.1	2.3
Louisville	2.2	4.9	2.4
Memphis	2.1	4.9	1.7
Mobile	1.8	5.2	2.6
West South Central:			
Dallas	3.3	4.2	3.8
El Paso	2.2	3.5	2.6
Houston	2.7	3.9	3.9
Little Rock	1.9	4.7	2.2
New Orleans	2.0	4.8	3.7
Mountain:			
Butte	2.5	8.1	4.5
Denver	2.5	6.2	4.0
Salt Lake City	2.0	6.6	3.6
Tucson	2.3	4.2	2.6
Pacific:			
Los Angeles	1.8	3.6	1.9
Portland, Oreg.	2.2	4.3	3.2
San Francisco	2.3	4.2	7.7
Seattle	2.4	4.9	3.4

VEGETABLES

(Fresh)

ONIONS AND cabbage made another important drop in price in the 2 weeks ending July 2. On that date cabbage was back to the price at which it sold a year ago. Onions were still 16 percent above last year's prices. White potatoes did not change in price between June 18 and July 2. On both dates they were selling for 4.5 percent under the July 3, 1934, price.

WHOLESALE PRICES of potatoes advanced sharply during the first week of July from their extremely low point of late June but they were not yet back to the level of a month ago. Supplies of old stock were still liberal for this time of the year but new potatoes were less plentiful than in 1934. Conditions on July 1 indicated a probable total United States potato crop of nearly 5 percent less than last year's harvested crop, but about 1 percent larger than the 5-year average (1928-32) production. This likely decrease in total potato production from 1934 is due mainly to decreases in the 18 late States which produce more than they consume.

ONION SUPPLIES so far this season have been larger than usual, and with considerable increase in acreage in the late States this situation promises to continue. 1935 acreage of late onions was increased nearly a fifth over the 1934 acreage. Marketing of this crop will not begin until August or September and will continue through the winter to next March or April. Most of the present supplies are coming from California, New Jersey, Virginia, and Texas.

ACREAGE OF both late domestic and Danish cabbage is smaller than the exceptionally large acreage of 1934 but only slightly under the average for the 5-year period. If present conditions continue it is possible that better yields will offset the smaller acreage.

Average Retail Prices, July 2, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	7.9	5.4	5.2
New England:			
Boston	9.0	6.9	6.7
Bridgeport	6.7	4.9	6.8
Fall River	8.2	5.3	6.7
Manchester	7.7	5.7	7.1
New Haven	7.4	5.6	6.6
Portland, Maine	9.6	6.0	6.5
Providence	9.5	4.1	6.7
Middle Atlantic:			
Buffalo	6.7	3.6	6.1
Newark	9.7	4.8	6.0
New York	9.3	5.2	5.8
Philadelphia	9.6	4.5	4.6
Pittsburgh	8.4	5.5	5.6
Rochester	8.3	3.5	5.9
Scranton	9.0	5.7	6.0
East North Central:			
Chicago	7.8	5.3	5.6
Cincinnati	8.8	6.3	3.9
Cleveland	8.4	4.5	5.8
Columbus	11.8	6.3	6.4
Detroit	8.4	3.7	5.3
Indianapolis	8.9	6.3	4.0
Milwaukee	7.9	4.1	5.0
Peoria	8.0	6.8	5.8
Springfield, Ill.	8.8	7.0	5.3
West North Central:			
Kansas City	7.3	4.3	5.1
Minneapolis	7.4	4.2	5.0
Omaha	8.3	4.4	4.2
St. Louis	8.6	8.3	4.3
St. Paul	7.3	4.0	5.8
Wichita	8.0	7.8	4.7
South Atlantic:			
Atlanta	8.9	6.8	6.5
Baltimore	9.7	7.7	6.3
Charleston, S. C.	9.7	7.5	5.5
Jacksonville	8.7	8.2	6.4
Norfolk	10.1	5.5	4.5
Richmond	9.3	6.9	4.9
Savannah	9.6	7.5	7.0
Washington, D. C.	10.0	6.5	7.4
Winston-Salem	8.8	10.1	9.0
East South Central:			
Birmingham	8.3	6.5	5.2
Louisville	8.1	6.7	3.1
Memphis	5.8	5.6	4.3
Mobile	8.0	8.1	5.3
West South Central:			
Dallas	6.2	9.6	4.2
El Paso	5.5	9.7	2.8
Houston	5.1	4.2	4.0
Little Rock	5.0	3.0	3.4
New Orleans	7.7	6.6	4.9
Mountain:			
Butte	8.3	7.9	6.5
Denver	4.9	3.7	4.7
Salt Lake City	6.6	5.1	3.3
Tucson	4.6	8.0	2.4
Pacific:			
Los Angeles	5.8	2.7	2.6
Portland, Oreg.	4.2	4.5	3.4
San Francisco	4.5	5.2	2.9
Seattle	3.7	4.0	2.0

VEGETABLES

(Fresh)

LETUCE DROPPED in price 0.5 cent a head during the 2-week period ending July 2; carrots moved up 0.1 cent a bunch and spinach 0.3 cent a pound. Both lettuce and spinach were selling on July 2 at prices considerably under those of a year ago, while carrots were priced at the same level.

PRODUCTION OF lettuce in the first five late-shipping States (California, Colorado, New Mexico, New York, and Pennsylvania) is estimated at 3,469,000 crates (western), indicating a decrease of 2 percent from last year's crop and the average for the preceding 5 years. This decrease is due to the lower yield per acre expected from the California summer crop. Yields in Colorado, New Mexico, and New York are expected to be higher than those of a year ago.

MOST OF the lettuce now on the markets is coming from California, New York, and Colorado although a good deal of lettuce is marketed from nearby garden areas. Prices to growers to date have averaged about the same as last year.

SHIPMENTS OF carrots are about equal to last year's, and the supply on the market is about as usual. Present supplies are coming mainly from California and other early areas. Late crop carrots will probably begin to move in August. July 1 indications pointed to somewhat better than average yields in the late States.

Average Retail Prices, July 2, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., 1b.*)	Oranges (doz.)
United States	7.6	21.5	31.7
New England:			
Boston	7.0	*5.8	31.2
Bridgeport	8.3	*5.8	34.7
Fall River	8.3	*6.2	30.4
Manchester	7.7	*5.8	36.8
New Haven	7.1	22.8	32.1
Portland, Maine	8.5	*6.2	32.3
Providence	7.7	*5.7	33.8
Middle Atlantic:			
Buffalo	5.7	24.3	31.0
Newark	8.6	23.2	33.8
New York	7.6	21.2	35.1
Philadelphia	7.5	19.3	33.3
Pittsburgh	6.8	22.2	38.1
Rochester	4.8	21.1	29.5
Scranton	7.6	19.3	34.7
East North Central:			
Chicago	7.4	*6.4	31.3
Cincinnati	6.9	*6.4	29.5
Cleveland	7.8	*6.4	30.1
Columbus	7.1	*6.0	35.1
Detroit	7.7	*5.6	34.2
Indianapolis	5.2	*6.3	29.9
Milwaukee	7.4	*6.2	30.8
Peoria	8.4	*6.9	32.1
Springfield, Ill.	7.5	*6.5	30.4
West North Central:			
Kansas City	7.4	*6.6	33.5
Minneapolis	10.0	*7.0	29.9
Omaha	8.3	*7.6	30.6
St. Louis	8.2	*5.9	27.8
St. Paul	10.3	*7.3	34.9
Wichita	9.4	*6.7	31.8
South Atlantic:			
Atlanta	5.9	22.2	25.5
Baltimore	10.4	18.4	32.3
Charlestown, S. C.	8.0	20.6	30.6
Jacksonville	8.3	15.0	26.2
Norfolk	6.4	19.0	35.5
Richmond	7.0	23.5	33.5
Savannah	6.3	18.2	24.4
Washington, D. C.	7.4	21.2	35.2
Winston-Salem	4.4	*5.2	36.0
East South Central:			
Birmingham	7.6	*5.5	35.5
Louisville	6.9	*6.0	30.7
Memphis	8.5	*5.4	28.8
Mobile	8.0	14.3	29.3
West South Central:			
Dallas	8.3	*5.4	36.2
El Paso	8.8	*5.2	25.5
Houston	—	18.9	36.0
Little Rock	6.3	*5.3	34.8
New Orleans	10.3	15.4	32.1
Mountain:			
Butte	8.8	*9.1	30.5
Denver	9.7	*7.0	31.0
Salt Lake City	11.2	*7.6	28.0
Tucson	9.1	*7.0	—
Pacific:			
Los Angeles	9.5	*6.7	21.2
Portland, Oreg.	7.2	*7.4	26.3
San Francisco	6.6	22.5	22.8
Seattle	7.6	*6.9	25.7

FRUIT

(Fresh)

ALL THREE fruits listed here sold for slightly lower average prices on July 2 than on June 18. Apples and oranges both dropped 0.3 cent, bananas 0.1 cent.

FORECAST OF the Nation's apple crop on July 1 put likely production at about 40 percent above the extremely low production of 1934.

CALIFORNIA'S peach crop, it is estimated, will be about 16 percent smaller than the crop produced in 1934. Peach prospects are also below average for Washington State.

TOTAL GRAPE crop for California is expected to be about 10 percent larger than the 1934 crop but 3 percent under the 5-year average. Grape prospects in New York, Pennsylvania, Ohio, and Michigan are somewhat above last year's with the vines in better condition than a year ago.

ORANGE SUPPLIES coming to market now are from California. The condition of all varieties of California oranges on July 1 for the 1935-36 crop was somewhat more favorable than at that time a year ago. There was little change during June in the condition of citrus fruits in Florida and other Gulf States where prospects are for a smaller production than last year.

Average Retail Prices, July 2, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)
United States	19.6	23.0	22.6	13.0	17.8	10.4
New England:						
Boston	19.3	23.1	22.4	13.9	17.9	12.4
Bridgeport	21.0	25.4	23.5	15.3	21.1	13.3
Fall River	18.4	22.0	22.5	11.9	18.3	9.9
Manchester	21.3	24.1	23.6	14.5	19.5	11.6
New Haven	21.0	24.5	23.9	14.3	18.5	11.8
Portland, Maine	20.6	24.5	23.3	13.4	17.9	11.3
Providence	18.4	21.4	21.9	12.6	19.0	10.3
Middle Atlantic:						
Buffalo	20.7	23.7	22.8	12.6	16.8	10.6
Newark	18.3	21.5	21.7	13.9	19.6	10.9
New York	17.7	20.9	20.9	13.1	17.3	10.4
Philadelphia	18.2	22.2	20.7	12.6	18.4	10.4
Pittsburgh	19.4	22.7	23.2	12.4	18.1	10.3
Rochester	21.2	23.7	23.1	14.0	17.1	11.4
Scranton	19.7	21.0	22.4	14.1	17.3	10.4
East North Central:						
Chicago	21.8	24.7	24.1	13.8	16.9	11.3
Cincinnati	19.9	24.2	23.3	12.8	17.1	11.9
Cleveland	21.1	24.3	24.4	14.3	18.5	11.8
Columbus	21.0	26.1	24.8	13.0	18.6	10.6
Detroit	19.5	23.0	23.1	11.6	18.3	10.3
Indianapolis	19.2	26.1	23.6	11.5	17.5	10.0
Milwaukee	21.7	20.5	23.9	13.4	18.6	11.0
Peoria	21.8	24.8	23.7	13.6	17.3	11.4
Springfield, Ill.	21.7	26.6	24.2	13.9	19.1	12.4
West North Central:						
Kansas City	19.7	23.2	22.8	11.3	16.4	10.0
Minneapolis	21.1	23.9	24.6	11.9	17.0	11.6
Omaha	20.5	23.9	23.9	12.9	17.6	11.1
St. Louis	18.9	23.6	22.9	12.1	18.8	9.5
St. Paul	21.6	23.5	23.9	12.9	17.0	11.1
Wichita	18.8	23.6	23.3	12.0	17.0	10.0
South Atlantic:						
Atlanta	19.4	23.6	24.1	12.4	18.4	9.1
Baltimore	18.1	21.2	20.3	14.0	16.4	9.9
Charleston, S. C.	19.9	21.8	22.5	11.3	18.5	9.8
Jacksonville	19.1	24.4	22.9	13.0	18.1	8.8
Norfolk	20.1	24.0	23.6	12.0	15.8	9.3
Richmond	19.3	22.8	22.9	13.0	18.5	8.8
Savannah	21.0	24.2	23.2	13.3	20.1	8.5
Washington, D. C.	18.1	22.8	21.6	13.1	14.5	9.5
Winston-Salem	20.7	27.5	27.0	14.9	19.5	9.3
East South Central:						
Birmingham	20.1	23.5	24.6	11.8	16.1	9.1
Louisville	20.7	24.9	23.5	12.9	16.6	9.6
Memphis	18.6	22.4	21.8	12.5	20.3	9.5
Mobile	17.5	19.9	19.1	12.3	17.5	8.9
West South Central:						
Dallas	21.0	25.3	23.6	13.5	20.9	10.3
El Paso	21.5	25.9	24.1	13.6	19.1	10.4
Houston	17.6	20.9	20.8	12.5	16.8	9.0
Little Rock	19.7	25.6	24.7	14.0	16.9	10.0
New Orleans	18.6	24.2	21.9	13.6	19.5	9.8
Mountain:						
Butte	19.6	23.1	24.5	13.8	17.6	11.4
Denver	21.4	24.2	23.9	14.4	17.6	11.9
Salt Lake City	21.1	24.1	23.1	13.8	17.0	11.4
Tucson	20.8	24.4	23.0	16.4	21.3	14.5
Pacific:						
Los Angeles	17.1	19.2	19.2	13.5	16.8	*12.6
Portland, Oreg.	19.4	19.8	21.3	13.1	17.8	*13.1
San Francisco	17.0	19.4	19.7	14.0	16.3	*13.0
Seattle	20.1	21.1	21.0	14.0	17.9	*13.5

HELPS TO RURAL CONSUMERS

from Government publications

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Rural hospitals. What some communities have done. How to start a hospital. Farmers' Bulletin 1485. 1926. 5¢

Rural planning, social aspects. Farmers' Bulletin 1325. 1923. 5¢.

Rural planning, social aspects of recreation places. Farmers' Bulletin 1388. 1924. 5¢.

Rural planning, the village. Farmers' Bulletin 1441. 1925. 5¢.

2. COMMUNITY BUILDINGS

Extended use of School Buildings. Education Bulletin No. 5. 1927. 10¢.

Plans of rural community buildings. Farmers' Bulletin 1173. 1921. 5¢.

Rural buildings for business and social uses. Farmers' Bulletin 1622. 1930. 10¢.

School as the people's clubhouse. Physical Education Series No. 6. 1925.

3. THE FARM HOME

Accounts

Planning and recording family expenditures (forms for use in making plans for expenditures, also forms for recording actual expenditures). Farmers' Bulletin 1553. 1927. 5¢.

Clothing, Textiles and Play Equipment

Dresses for little girls. Agricultural Leaflet 80. 1931. 5¢.

Ensembles for sunny days. Agricultural Leaflet 63. 1930. 5¢.

Homemade play equipment (mimeographed). Federal Emergency Relief Administration. Free.

Leather shoes, selection and care. Farmers' Bulletin 1523. 1933. 5¢.

Play suits for winter. Agricultural Leaflet 54. 1930. 5¢.

Rompers. Agricultural Leaflet 79. 1931. 5¢.

Quality guides in buying ready-made dresses. Agricultural Leaflet 105. 1934. 5¢.

Score cards for judging clothing selection and construction. Agricultural Misc. Circular 90. 1927. 5¢.

Suitable garments for the nursery school child (mimeographed patterns). Federal Emergency Relief Administration. Free.

Suits for the small boy. Agricultural Leaflet 52. 1930. 5¢.

Food

Beef should be bought and cooked according to both quality and cut. Agricultural Yearbook 1928. Separate 1049. 5¢.

Diets at four levels of nutritive content and cost. Agricultural Circular 296. 1933. 5¢.

Food colors certified by the Department are both harmless and pure. Agricultural Yearbook 1928. Separate 1039. 5¢.

A fruit and vegetable buying guide for consumers. Agricultural Misc. Publication 167. 1933. 5¢.

Labels on food packages a safe guide to buyer if text carefully read. Agricultural Yearbook 1930. Separate 1142. 5¢.

Household Equipment

Furniture, its selection and use. National Committee on Wood Utilization Report 18. 1931. 10¢.

Methods and equipment for home laundering. Farmers' Bulletin 1497. 1929. 5¢.

Present guides for household buying. Agricultural Misc. Publication 193. 1934. 5¢.

Quality guides in buying household blankets. Agricultural Leaflet 111. 1935. 5¢.

Quality guides in buying sheets and pillowcases. Agricultural Leaflet 103. 1934. 5¢.

Selection of cotton fabrics. Farmers' Bulletin 1449. 1931. 5¢.

Slip covers. Agricultural Leaflet 76. 1931. 5¢.

Window curtaining. Farmers' Bulletin 1633. 1930. 5¢.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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